



SAN DIEGO STATE  
UNIVERSITY

Georgia

*G. Magradze*  
*[Signature]*  
*5/6/18*

SDSU 121-06-2018  
06/05/2018

Magda Magradze  
Chief Executive Officer  
Millennium Challenge Account – Georgia

Dear Ms. Magradze,

Please find herewith the SDSU Georgia Public Private Partnership Fund Report  
(November 2016- April 2018).

Sincerely,

*[Signature]*

Halil Guven



Dean, SDSU-Georgia  
San Diego State University  
Address: 5 Kostava Street, 3<sup>rd</sup> floor  
Tbilisi 0108, Georgia  
Office: +995 32 2311611  
Mobile: +995-555-768-269  
Email: hguven@mail.sdsu.edu

*N 331*  
*05.06.2018*

2018

SDSU Georgia  
PPPF REPORT

April 20, 2018  
rev. June 4, 2018



**SAN DIEGO STATE  
UNIVERSITY**

---

**Georgia**

**SDSU Georgia PPPF  
Public Private Partnership Fund Report  
(November 2016- April 2018)**

# SDSU Georgia PPPF Public Private Partnership Fund Report

November 2016 – April 2018

## Contents

1. Overview.....	2
2. Main Communication Channels .....	2
3. Main Events and Activities Implemented .....	3
3.1 One-to-one meetings.....	3
3.2 Special events .....	3
3.3 MoUs w/public and private partners.....	4
3.4 Annual Job and Internship Fair.....	4
3.5 Trainings & Guest Speakers.....	4
3.6 Publicity and Marketing Materials .....	4
3.7 Targeted media coverage.....	5
3.8 Working group meetings (MCC, MCA-G, SDSU-G).....	5
3.9 Website and Facebook.....	5
4. Status of PPPF donations and commitments.....	5
5. Planned Events and Activities .....	5
Annexes.....	7
Annex 1: <i>SDSU Georgia Stewardship Master Matrix</i> .....	7
Annex 2: <i>Tracking File of SDSUG - Gifts &amp; Commitments 2018</i> .....	7

# 1. Overview

SDSU Georgia Public Private Partnership Fund (PPPF) was established to generate resources to make internationally accredited STEM programs affordable for successful, socially disadvantaged or other vulnerable students in the country. The official launching event of the Public Private Partnership fund (PPPF) took place on November 16, 2016. The event was attended by leading Georgian public and private organizations. Several business partners awarded SDSU Georgia students with scholarships during the event.

Prior to the launching event, negotiations were held with one of the leading Georgian banks, TBC bank, to set up the PPPF account in partnership with TBC's charity foundation. SDSU in Georgia has adopted the Campanile Foundation's gift and donation agreement templates in processing all scholarship donations to date, and each agreement has been approved by the Campanile Foundation (TCF) and SDSU's local legal consultant prior to final signature. Donations can be transferred directly to Campanile Foundation or through TBC Bank. The following payment process was agreed for donations:

- The donor is matched with SDSU-Georgia student(s)/scholar(s)
- Donor agreement is negotiated and signed with the donor and the intermediary Foundation (or with the Foundation directly)
- Grant agreement is signed with donor, student(s) and the intermediary Foundation (or with the Foundation in case the Foundation stands as a donator)
- SDSU Georgia submits the payment request<sup>1</sup> for tuition according the agreed schedule
- Donor wires scholarship funds to TCF, Tree of Life Foundation or TBC Fund per payment request
- SDSU Georgia submits request to the relevant intermediary Foundation

## 2. Main Communication Channels

A special strategy was developed to raise the awareness of the target audience on PPPF, establish good working relations with leading public and private organizations, and attract donations.

The main communication channels and tools used for PPPF included:

- Advisory Board
- One-to-one meetings
- Special Events (*Special events w/high level officials, AmCham, IWA, Georgia days in San Diego, meeting w/construction companies, etc.*)
- MoUs w/public and private partners
- Annual Internship Fair
- Trainings & Guest Speakers
- Publicity materials: Student success stories, special info packages, case for support, etc.
- Targeted media coverage (*Forbes, Investor.ge, Georgia Today, Business morning, etc.*)
- Working group meetings (*MCC, MCA-G, SDSU-G*)
- Contacts database and tracking sheet

---

<sup>1</sup> Or the Donor transfers directly the sum as per the agreed schedule, without a reminder from the University.



- Master and Individual Donor Stewardship plans(for more information please refer to the **Annex 1: Master Stewardship plan**)

### 3. Main Events and Activities Implemented

SDSU Georgia implements numerous activities and events to identify new donors and partnership opportunities as well as keep existing partners informed and committed. Prior to the official Launching event of the PPPF, targeted one-to-one meetings with the CEOs of leading business organizations in Georgia were held. Special Invitation for Partnership letter and PPPF one-pagers were prepared and shared/delivered with 150 public and private sector companies. In addition several special high level events and presentations were organized including dinner at U.S. Ambassador's residence and presentation at American Chamber of Commerce (AmCham).

The following activities were implemented during the reporting period:

#### 3.1 One-to-one meetings

One-to-one meetings are ongoing with the CEO's of top public and private organizations in Georgia.

#### 3.2 Special events

- *October 2016* – U.S. Ambassador's dinner with top businessmen in Georgia
- *November 16, 2016* - Launch of the Public Private Partnership Fund
- *February 7, 2017* – Press Conference & meeting with construction companies to announce new Academic programs: Construction & Civil Engineering
- *March 7, 2017* – US Embassy Scholarship announcement at Youth Palace
- *March 24, 2017* – AmCham reception at SDSU G labs
- *March 31, 2017* – GIG Signing Ceremony
- *March – April, 2017*– SDSU Rugby team visit to Georgia
- *April 24 – 26, 2017* – Georgia Days in San Diego
- *April 28, 2017* – SDSU Georgia presentation at the Georgian Embassy in U.S.
- *June 27, 2017* – MoU was signed among SDSU Georgia and Walter Reed Army Institute of Research (WRAIR)
- *August 16, 2017* – SDSU Georgia PPPF existing and prospective donors were invited to a special Dinner with the former director of the Metropolitan Museum of Art in New York (1977 to 2008) Philippe de Montebello; Event was hosted by the U.S. Ambassador to Georgia.
- *January 29, 2018* – PPPF donors were invited to attend the official topping out ceremony of the new campus at Ilia State University
- *February 8, 2018* – Dr. Bill Tong's Lecture and Luncheon for PPPF Donors

### 3.3 MoUs w/public and private partners

MoUs were signed with leading public and private partners including Ministry of Finance, leading Georgian Energy companies, and other public or private organizations to support student employment, research, internship as well as scholarship opportunities.

SDSU Georgia continues negotiations with Public and Private sector on future cooperation and MoU opportunities. MoU with Anaklia Development Consortium (ADC) was signed in June 2018.

### 3.4 Annual Job and Internship Fair

During the reporting period two internship and job fairs were organized in Tbilisi; 45 companies participated in the first internship fair in 2016 and 56 companies participated in internship fair in 2017. More than 40% of students (freshmen and sophomore) participating in the internship fair were able to find part time jobs or internships in these companies. Next internship fair is planned for June 7, 2018.

It should be noted that SDSU Georgia students undergo a special CV writing and job interviewing techniques training before the annual internship fair so that they are prepared for their first job and internship searching opportunity. In 2018 SDSU Georgia plans to establish a special career center to prepare seniors for their future career and equip them with all necessary skills.

### 3.5 Trainings & Guest Speakers

- June 25, 2016 – Minister of Energy, Kahka Kaladze and representatives of the leading energy companies met with SDSU Georgia students
- November 2016 - Entrepreneurship training at TBC Bank
- December 2016 - SDSU G students pitching session with Irakli Rukhadze
- March 4, 2017 – GITA training for SDSU G students at TechPark
- December 1, 2017 – Head of the Energy Division of the Schulze Global Investments in Georgia Mr. Mikheil Nibladze met and spoke with SDSU Georgia students
- April 20, 2018 – Minister of Economy and Sustainable Development Dimitri Kumsishvili met SDSU Georgia students

### 3.6 Publicity and Marketing Materials

- “Special Case for Support” document was developed for meetings with donors.
- Special information package was developed for meetings which included (1) a one pager on PPPF, (2) one pager on how to support the student with detailed information on scholarship types, timeline, financial info, etc.; (3) successful student profiles; and other materials as and when required.
- Thank you letters are sent by SDSU Georgia Dean to all PPPF donors after the donor agreement is signed.
- Special, creative gift packages are delivered to PPPF donors and partners for Christmas. The gift packages include special annual publication on student success stories funded by donors: Spotlight on Student Success.

### 3.7 Targeted media coverage

News and updates on PPPF events as well as SDSU Georgia student success stories were covered in media outlets like: Forbes, Investor.ge, Georgia Today, Business morning, etc.

### 3.8 Working group meetings (MCC, MCA-G, SDSU-G)

To coordinate the joint fundraising efforts, working group meetings were organized twice a month. During the meetings MCC, MCA Georgia and SDSU Georgia representatives updated each other on progress as well as discussed future plans and activities.

### 3.9 Website and Facebook

“Give to SDSU Georgia” page was included on SDSU G website. The PPPF fundraising campaign page on SDSU G website is in progress and is planned to be ready in June 2018.

All news on PPPF events as well as student success stories including on student internships and jobs are regularly posted on SDSU Georgia website as well as the SDSU Georgia Facebook page.

## 4. Status of PPPF donations and commitments

The status of PPPF donations and commitments is provided as a separate Annex in Excel format. Please refer to Annex 2: *Tracking File of SDSUG - Gifts & Commitments 2018*.

## 5. Planned Events and Activities

The following events and activities are planned to take place within the period of May – November 2018:

### **MAY 2018**

- Tour of SDSU G Chemistry labs for Pharmaceutical companies hosted by Dr. Bill Tong
- SDSU Dean’s visit to the European School for STEM consultations

### **JUNE 2018**

- MoU Signing Ceremony with Anaklia Group
- SDSU Georgia Internship and Job Fair 2018
- SDSU Georgia student publication – STEM Cookbook will be delivered to PPPF partners

### **JULY/AUGUST 2018**

- Guest Speaker at SDSU Georgia – GWP CEO, Mr. Archil Gachechiladze
- Signing Ceremony with the Bank of Georgia (BoG)

**SEPTEMBER 2018**

- PPPF partners will be invited to the Convocation Ceremony 2018
- Advisory Board Meeting
- Presentation at AmCham
- Coverage in Forbes Georgia Magazine

**OCTOBER 2018**

- Scholarship Award Ceremony with GWP
- Scholarship Award Ceremony with SilkNet
- Ambassador's Dinner

**NOVEMBER 2018**

- Second year anniversary of PPPF event (recognize donors, plaques, etc.)



## Annexes

### Annex 1: SDSU Georgia Stewardship Master Matrix

SDSU-Georgia Stewardship Matrix	
Activity	
<b>Gift acknowledgement</b>	
Handwritten thank you from Dean within 2 days of signed DA	
Handwritten thank you from scholarship recipient(s) within 1 quarter	
Thank you from SDSU President / Provost within 2 weeks (TBC)	
<b>Gift announcement</b>	
Public signing events	
Press release / post on SDSU-G website after the signing/or public event	
Gift announcement on social media (when and as appropriate)	
<b>Communications / Reporting</b>	
Progress reports/donor reporting (as applicable)	
<b>Ongoing Recognition</b>	
Listing on supporters page on website	
Listed on SDSU-G acknowledgment board in the office	
<b>Events</b>	
Invitation to annual San Diego weekend	
Tour of SDSU-G labs	
Talk by SDSU-G academic on company premises for employees / Board members	
Company invitations to Public Lectures	
Annual special event, supra / dinner with the Dean	
Annual Ambassador's reception (Ambassador)	
<b>Other Activities</b>	
Special gifts	
Preferential access to students for internship opportunities	

### Annex 2: Tracking File of SDSUG - Gifts & Commitments 2018

*Note:* Please note that Annex 2 is provided as a separate document in Excel format.

SDSUG - Gifts & Commitments 2018

Organization / Individual	Annual Contribution	Scholarships	Date/Year	Foundation	Status	Lead	Total (USD) Contribution/Budget	Scholarship	Administrative fees (5%)	Bank Fees	Included in Agreement?	Scholar's Criteria	Thank you notes	Reports
Amount Donated														
Walsh Family	\$7,500	1	2016/20	TCF	DONE		\$31,500	\$30,000	\$1,500	\$0	Foreseen			
Steve Weber	\$1,000	N/A	2017	TCF	DONE		\$1,000	\$950	\$50	\$0	Not Foreseen			
Edelman Family	\$7,500	N/A	2017	TCF	DONE		\$7,500	\$6,825	\$375	\$0	Not Foreseen			
Nancy Marlin		N/A	2018	TCF	DONE		\$1,000	\$950	\$50	\$0	Foreseen			
Fred Kolkhurst		N/A	2018	TCF	DONE		\$1,000	\$950	\$50	\$0	Foreseen			
Kevin Mitchell		N/A	2018	TCF	DONE		\$100	\$95	\$5	\$0	Foreseen			
US Georgia Friendship		N/A	2018	TCF	DONE		\$3,000	\$2,850	\$150	\$0	Foreseen			
US Embassy	\$37,500	5	2017/21	SDSURF	DONE		\$150,000	\$150,000	\$0	\$0	NA	Ethnic Minority Students - this came through SDSURF as a grant with no admin fee		
GDI	\$22,500	3	2017/21	TBC	DONE		\$96,842	\$90,000	\$4,842	\$2,000	Foreseen	Students with Disabilities		
Cartu Foundation	\$408,375	N/A	2017/21	TCF	DONE		\$1,657,500	\$1,572,625	\$82,875	\$2,000	Foreseen	No Criteria		
TBC Bank (cohort 2)	\$7,500	2 (50%)	2016/20	TBC	DONE	SDSU	\$7,500	\$7,500	\$0	\$0	Not Foreseen	Socially vulnerable students with high academic performance		
GIG	\$30,000	4	2017/23	TBC	DONE	SDSU	\$128,421	\$120,000	\$6,421	\$2,000	Foreseen	European School Graduate		
GM Pharma	\$7,500	1	2017/22	TBC	Signed/not trans.	SDSU	\$32,632	\$30,000	\$1,632	\$1,000	Under negotiation	Students with highest scores on NAEC exams in Chem/Biochem		
GWP	\$37,500	10 (50%)	2018/22	Tree of Life	DONE	MCA	\$160,000	\$150,000	\$8,000	\$2,000	Foreseen	Students with Social vulnerability and high academic performance		
BoG (Tree of Life)	\$75,000	10	2018/22	Tree of Life	Signed/not trans.	MCC	\$317,895	\$300,000	\$15,895	\$2,000	Foreseen	No Criteria		
Silknet	\$22,500	6 (50%)	2017/21	TBC	Signed/not trans.	MCC	\$96,316	\$90,000	\$4,815.79	\$1,500	Foreseen	Students with major in El. Engineering, Comp. Engineering or Comp. Science		
Total Amount Donated							\$2,692,205	\$2,552,745	\$126,660	\$12,500				

Organizations/Individuals in the Immediate Pipeline (cohort 3 if possible)														
Bili Mangement/GPF	\$75,000	10	2018/22	TCF	drafts exchanged	MCA	\$300,000	\$300,000	\$0	\$0	Not Foreseen			
TBC Bank	\$7,500	(50%, 1-year)	2018/22	TBC	to be signed soon	MCC	\$8,158	\$7,500	\$407.89	\$250	Foreseen	Socially vulnerable students with high academic performance		
GM Pharma	\$7,500	2 (50%)	2018/22	TBC	in the pipeline	SDSU	\$32,632	\$30,000	\$1,632	\$1,000	TBD	Students with highest scores on NAEC exams in Chem/Biochem		
GIG		4	2017/23	TBC	in the pipeline	SDSU	\$128,421	\$120,000	\$6,421	\$2,000		European School Graduate		
Irakli Gilauri & Archil Gachechiladze	\$22,500	3	2018/22	Tree of Life	in the pipeline	MCC	\$96,842	\$90,000	\$4,842.11	\$2,000	TBD	Students from conflict divided communities		
Irakli Rukhadze	\$15,000	2	2018/22	TCF	in the pipeline	MCC	\$60,000	to be negotiated	to be negotiated	to be negotiated	TBD			
Adjara Group	\$22,500	3	2018/22	TBC	drafts exchanged	MCA	\$95,789	\$90,000	\$4,789.47	\$1,000	Foreseen			
Total Amount in Pipeline							\$721,842	\$637,500	\$18,092	\$6,250				

Total donated, committed and in pipeline

\$721,842

\$637,500

\$18,092

\$6,250